

CITY OF MORGAN HILL

REQUEST FOR PROPOSAL

Morgan Hill Outdoor Sports Center

The City of Morgan Hill is seeking proposals to operate the 38 acre Outdoor Sports Center (OSC). The facility is located at 16500 Condit Road and is easily accessible from Highway 101.

It is the City's objective to enter into a mutually beneficial agreement with an organization that demonstrates the ability to:

1. Operate the OSC without city subsidy.
2. Balance community access and regional use.
3. Ensure a diverse mix of field use by sport type.

Background

The City has invested approximately \$16 million in acquiring the property and constructing two synthetic turf fields with lights and bleachers, concession/restroom building, and improved parking for 325 vehicles. The OSC was developed to accommodate local youth non-profit athletic organizations (ie. soccer, football, lacrosse, field hockey, rugby), youth and adult regional tournaments, sports camps, high school games/practices, and other special events.

Presently, the city maintains and operates the two synthetic turf fields, concessions, parking lot and restrooms. The facility has "limited access" because paid reservations are required to use the facility. Through a lease with the City (currently month-to-month), the California Youth Soccer Association (CYSA) is responsible for scheduling and maintaining the nine grass fields. CYSA also has priority scheduling privileges for the synthetic turf fields on weekends, but the City is responsible for scheduling and maintaining these amenities. The 23 acres of grass fields **do not** have an in-ground irrigation system and are watered with large water cannons owned by CYSA.

To assist with your response, attached is an aerial photo of the facility with use statistics and current rates. The City recognizes that a wide array of revenue sources may be necessary to ensure financial viability and understands that on-site advertising, concessions, parking fees, among other strategies may be proposed.

Proposal Content and Submittal Requirements

Applicants submitting a proposal should provide one master and five (5) unbound copies of the following information no later than **4:00 p.m. on Friday, March 19, 2010** to:

City of Morgan Hill, Attention: Steve Rymer, 17555 Peak Avenue, Morgan Hill, CA 95037.

In order to ensure that the City has a thorough understanding of your proposal, please include the following information in addition to other information you believe is pertinent.

1) General Information

- a. Cover letter including your name, your organization, and a description of your organizational or corporate structure.
- b. Information regarding your organization's qualifications, experience, and capacity to operate the OSC.

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2) Business Plan

- a. Provide a detailed narrative description of your proposed plan.
- b. Provide a business plan with the following information:
 - i. Management structure
 - ii. Community access and regional use philosophy
 - iii. Market strategy
 - iv. Risk management plan
 - v. Revenue sources and pricing system
 - vi. Itemized expenses
 - vii. 3 year revenue/expense pro-forma

Proposal Selection Schedule

Selected proposals may be invited to an interview by a City selection committee. The selection committee will make a recommendation to the City Council based on the interview and evaluation of the submitted materials.

The following is the tentative schedule:

Proposals Released:	February 19, 2010
Proposals Due:	March 19, 2010
Review/Interview Process:	March 20-31, 2010
City Council Selects Operator:	April/May 2010
Transition Period (if necessary):	June/July 2010

Other Information

- The City reserves the right to reject any and all submittals.
- The City is not responsible for any costs incurred by applicants in the preparation of a response to this RFP.
- Applicants should be aware that the City, as a public entity, cannot guarantee the confidentiality of information contained in the RFP submittal. While the City will attempt to maintain confidentiality of submitted materials, applicants may choose not to submit some information requested in the RFP. If such an instance occurs, the affected applicants should note for the reviewers the specific information purposely withheld and indicate that it will be provided to the City if granted an interview.

Thank you for considering this RFP. For further information, questions, or to arrange for a site visit, please contact:

Steve Rymer
City of Morgan Hill
17555 Peak Avenue
Morgan Hill, CA 95037
(408) 779-7271

Steve.rymer@morganhill.ca.gov



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Outdoor Sports Center RATES and USE

Synthetic Turf Fields Rates – City Responsibility

Customer	Rate
Resident, non-profit	\$10/hour
Resident	\$21/hour
Non-resident, non-profit	\$42/hour
Non-resident	\$42/hour
Commercial	\$84/hour
Field Lights	\$8/hour
Parking Lot	\$500/day

Synthetic Turf Fields 2009 Combined Use – City Responsibility

2009	Hours	Days (730 available)
TOTAL ALL CUSTOMERS	3760	608

Primary Customers	Type	Primary Days	Hours	Days
CYSA	Non-resident, non-profit	Weekends	1150	113
Orchard Valley Youth Soccer	Resident, non-profit	Weekdays	1550	332
Pop Warner Football	Resident, non-profit	Weekends	190	17
Charter School	Resident, non-profit	Weekdays	50	29
Morgan Hill Unified School District	Resident, non-profit	Weekdays	300	121
City of Morgan Hill	Owner	Weekdays	270	57

Grass Fields – CYSA Responsibility

Customer	Rate
CYSA Member	\$300/day/field

Note: Grass field schedules may be available at www.cysanorth.org



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Grass Fields

- 9 fields
- 23 +/- acres
- Watered by above ground water cannon system
- No field lights

Synthetic Turf Fields

- 2 fields
- Field lights
- Bleachers with seating for 600 and 200
- PA system
- Electronic scoreboards

Other

- Improved parking for 325 vehicles
- Unimproved parking for 200 +/-
- Restrooms
- Concession stand
- Tournament/meeting room





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